Where there's a Man... there's a Marlboro

The cigarette designed for men that women like

The Marlboro Filter. Cellulose acetate is the modern effective filter material for cigarettes. This unretouched photo shows the cellulose acetate in just one Marlboro exclusive Selectrate Filter.

The filter delivers a smoke of surprising mildness

YOU GET A LOT TO LIKE . . . FILTER, FLAVOR, FLIP-TOP BOX

(From a prized recipe of the world's great tobaccos)

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Source: https://www.industrydocuments.ucsf.edu/docs/plmn0003

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